

## CLAIM OR CLAIMS

[0031] I Claim: Claim 1. A formulated system of improved information, education, and communication to improve the percentage of applicable employees that comply with and implement a new directive and/or existing directives.

a. Subclaim 1(A). The formulated system of Claim 1 and incorporating a plurality of periodic information releases displayed at targeted, predetermined locations away from employee workstations, which targeted locations applicable employees will frequent for the purpose of idle and personal time thus optimizing their exposure to the information and their convenience to receiving the information, and by minimizing workstation distractions allowing the study and learning process to be enhanced, such locations predetermined to be where the employees will be idle and bored and thus ensuring the availability of sufficient time to study the information repeatedly to facilitate the retention of knowledge by the employees.

b. Subclaim 1(B). The formulated system of Claim 1 in which the content of the periodic information release is (a) edited and styled to be popular with the employees, thus enhancing the employees desire to read, reread and study the information; (b) edited and condensed to limit the amount of information and inconvenience to the employee, thus utilizing the time the employee is at the idle and personal location; (c) edited and designed to limit the amount of knowledge provided to employees at one time to meet the employees' convenience and allowable time to receive the information; and (d) conveyed in the street conversational language of the applicable employees to aid understanding and knowledge of the requirement by all applicable employees.

c. Subclaim 1(C). The formulated system of Claim 1 in which the content of the information is crafted to: (a) affect the employees' compliance so as to inform the applicable employees of the workforce social norms of compliance and taboos of noncompliance, thus promoting informal workforce and informal family-unit social pressures to achieve and maintain compliance to direction; (b) educate the employee on the directive to gain an understanding that answers the questions of who, what, where, when, why, and how to implement the information; (c) gain the employees' belief in the truthfulness of the information release and the source of information; (d) transfer ownership of the information implementation to the employees; (e) provide employees with social rewards for compliance and admonishment for noncompliance with the information to be implemented; and (f) reinforce and maintain implementation once achieved.

#### ABSTRACT OF THE DISCLOSURE

[0032] A system that integrates workplace communication, education, cultural acceptance, and improve the percentage of employees that willfully implement new and/or existing directives.

#### DRAWINGS

[0033] Not applicable.

#### OATH OR DECLARATION

[0034] Provided as a separate document.